



Letter Of Recommendation

To whom it may concern,

My name is Amy Manor, the founder and CEO of Red Bank Design Center LLC. I have been working in the design industry for over 20 years. Zac Cavaluzzi stands out as an exemplary employee. Zac and I worked together at RBDC, and during our time together, he showed a remarkable talent for mastering a multitude of different types of marketing strategies. His interest in marketing begins with the time and research it took to understand over 200 vendors, the designers, and their clients. Zac stayed focused and extremely productive as our company grew. Zac's attention to detail is one of his greatest strengths. He protects the integrity of the companies, their products, and the designers who create the spaces for their clients. He developed marketing strategies from web design to social media and print. His skills further improved when his desire to take on more responsibility gave him the opportunity to work closely with our attorneys to trademark the General Designer (GD) and publish the first edition of GD Home Magazine. His colleagues look up to him and respect him as a professional. Zac's dedication to his work, the company, and his fellow team members are at the forefront of his career. Whatever the company needed, he was always the first to volunteer. I'm pleased to recommend Zac with no reservations whatsoever. He would make an excellent addition to your team. If you have any more questions, please feel free to contact me at the number below.

Sincerely,

Amy Manor

CEO, Red Bank Design Center,

Amy@redbankdesigncenter.com

(732) 991-1588



Zac Cavaluzzi

GRAPHIC DESIGN

CONTACT: 732.832.1521 [@ZACCAVART](https://www.instagram.com/zaccavant) ZACCAVART.COM ZACHCAV@COMCAST.NET

EXPERIENCE

Red Bank Design Center (RBDC) - Lead Graphic Designer
Jan 2020 - March 2024

Red Bank, New Jersey

Red Bank Design Center (RBDC) is an interior design firm, to-the-trade sourcing library, and showroom gallery. I oversaw all forms of media and took part in designing all visual representations of the company and its vast vendor library.

- Performed a brand audit by recreating and expanding on all of RBDC's design assets including defining their identity and philosophy.
- Created the presentation assets for client facing and partner facing presentations.
- Formatted and rewrote client contracts.
- Recreated and expanded on all forms and documents.
- Created digitally fillable forms.
- Created step by step materials on how to represent the design process to clients and designers.
- Created and maintained the firms website.
- Curated and maintained firms social media presence.
- Created and branded the GD concept and Portfolio Magazine.
- Created and sent out Mailchimp email blasts.
- Created direct mailer campaigns.
- Created and maintained various pricing catalogs for the vendor library.
- Designed the indoor and outdoor signs.
- Designed editorials for various magazines.
- Worked collaboratively with staff members and independent designers.
- Composed 'Before & After' booklets for design representation.
- Maintained the art gallery.

EDUCATION

BFA - GRAPHIC DESIGN - 2020
Robert Graves School of Design,
Kean University
Union, NJ

AAS - ILLUSTRATION - 2016
Fashion Institute of Technology
New York, NY

D - COMMERCIAL ART - 2013
Monmouth County Vocational
Aberdeen, NJ

DESIGN SKILLS:

Sketching, Branding, Editorials Design, Advertising, Presentation Design, Photo Editing, Photography, Social Media, Website Design, Art Direction, Strategy, Document Design, Mailers, Clothing Design

PROFICIENT IN:

Communication, Adobe Creative Cloud, Illustrator, Photoshop, InDesign, Lightroom, After Effects, Premiere Pro, Acrobat, PowerPoint, Keynote, MailChimp, Wix, Squarespace



Zac Cavaluzzi

PUBLISHING

CONTACT: 732.832.1521 @ZACCAVART ZACCAVART.COM ZACHCAV@COMCAST.NET

For the past 8 years I have been consistently self-publishing my own independent magazines, zines, and comic books. Publishing, editorial, and book design have always been passions of mine. Below are a selection of projects from my self-publishing success.

PUBLICATIONS:

GD MAGAZINE - Published by Red Bank Design Center

2023

This debut edition of General Designer Magazine profiles some of the first professionals to utilize the certified GD™ title. This portfolio of talent gives a brief summary of each designer and illuminates the processes and procedures involved in designing, renovating and constructing commercial spaces and residences.

[LINK](#)

PHONEY #1, #2, #3, & OTHER ZINES - Independently Published

2019 - 2023

Phoney examines our relationship and dependency to technological communication and social media. The story revolves around a 13-year-old boy named Chris and his smartphone named Phoney. The more Chris uses Phoney the more Phoney knows about how Chris thinks and what he desires. Phoney is commentary for understanding the existential reality of owning a smartphone, while examining our relationship and dependency to technological communication and social media. All cartoons drawn digitally on a Wacom Cintiq.

[LINK](#)

NOSTALGIA SKETCHBOOK - Independently Published

2023

In early 2023, I rediscovered some old, half-filled sketchbooks from when I was 7 & 8 years old and felt inspired to complete them. This zine combines these sketchbooks filled with old journal entries and childhood drawings reimagined through master studies of Impressionist and Surrealist painters, as well as cartoons and drawings created from life on milestone occasions. This project served to breathe new life into the contents of those old sketchbooks.

[LINK](#)

PERSONA MAGAZINE #1 & #2 - Independently Published

2020 - 2021

I created this magazine to showcase my illustrating, editorial, and hand-lettering abilities. Persona Magazine is a counter-culture anthology of dreams, comics, editorials, and satire inspired by decades of suppressed phone nightmares, private jokes, paranoid pets, old-timey illustrations, loud jazz, and underground comics. Each issue has a theme to its contents.

[LINK](#)

Below are other print projects that reflect my abilities:

PATTY C. - 2023

Album design & Branding

[LINK](#)

EN DELIRIUM - 2022

Album design & Branding

[LINK](#)

JAKEABOB'S - 2020, 2022

Restaurant Branding & T-Shirts

[LINK](#)